

**THIS DAILY NEWSPAPER USES ONLY BIG TYPE
AND IS EASY ON YOUR EYES**

THE DAY BOOK

N. D. Cochran,
Editor and Publisher.



398

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THE STORY OF THE DAY BOOK, WHO MAKES IT AND WHY IT IS BEING PUBLISHED

***Who the Editor Is and Where He Comes From—A Daily
Newspaper Without Advertising, and Hence Free
to Tell All the Truth That's Fit to Print.***

By N. D. Cochran.

This is a statement by N. D. Cochran, editor and publisher of The Day Book. It is made because so many people wonder what the purpose of this odd newspaper is, and because there is no earthly reason why there should be any mystery about it.

As The Day Book is different in many ways from any other newspaper on earth, this statement necessarily must be different. While I don't like the personal pronoun "I," still its use in this connection will help to make the purpose of the paper plain.

To begin with I am 49 years old, sound in wind and limb, have one wife, seven children and three grandchildren, and have been in the newspaper business in Toledo, Ohio, for about 30 years—the last ten years as editor of The Toledo News-Bee, which I believe has a larger circulation per capita than any other newspaper in the United States, and has fought with Golden Rule Sam Jones, Brand Whitlock and other independents to free Toledo from political, judicial, industrial and financial bossism to the point where Toledo is the freest city in this country today, and has a government run in the interest of the people themselves.

The Day Book is an experiment. The father of the idea and myself, after many years of experience in journalism, want to find out if an adless newspaper can be made to pay, and whether the people of a great city like Chicago want a paper that is free to tell the truth without fear or favor.

The convenient size of the paper is possible because it is an